



Chesterfield County, Virginia

Memorandum

DATE: AUGUST 27, 2003

TO: CHESTERFIELD COUNTY PLANNING COMMISSION

FROM: THOMAS E. JACOBSON, DIRECTOR OF PLANNING *Tom*

SUBJECT: PROPOSED ORDINANCE AMENDMENT RELATING TO BANNERS FOR NON-PROFIT ORGANIZATIONS.

RECOMMENDATION:

Staff recommends approval of the Ordinance amendment relating to banners for non-profit organizations.

BACKGROUND:

There are two (2) issues that this Ordinance amendment addresses: (1) businesses are the only use that can display banners for non-profit events on their properties, and (2) businesses are allowed only twenty (20) days a year to display banners for non-profit events.

The current Ordinance allows businesses to display banners for non-profit organizations having events on the business property. There are a variety of organizations that are not considered businesses that provide event space for non-profit organizations. For example, churches often support numerous non-profit organizations by allowing use of their church buildings and property. Staff supports allowing organizations that are not specifically a business to provide event space for non-profit organization events on their property.

The current Ordinance also restricts businesses to a total of twenty (20) days a year to display banners for non-profit organizations having events on the premises of the businesses. Staff believes that twenty (20) days is an insufficient amount of time to provide event space for multiple non-profit organizations on such properties. Staff supports extending this annual time allowance to sixty (60) days.

AN ORDINANCE TO AMEND THE CODE OF THE COUNTY
OF CHESTERFIELD, 1997, AS AMENDED BY AMENDING
AND RE-ENACTING SECTION 19-638 RELATING TO BANNERS

BE IT ORDAINED by the Board of Supervisors of Chesterfield County:

(1) *That Section 19-638 of the Code of the County of Chesterfield, 1997, as amended, is amended and re-enacted to read as follows:*

Sec. 19-638. Banners.

Banners do not require sign permits and are allowed so long as:

- (a) The applicant notifies the director of planning in writing at least five business days prior to the installation of a banner of the size, area, proposed location and manner of fastening of the banner and has received approval, with a designated identification number, for the banner. The banner shall have the identification number and the approved date of removal printed on the banner in one and a half inch numbers in the lower right corner. Any banner installed without prior notification to and approval of the director of planning shall be removed immediately upon notification by the planning department and no other banner shall be displayed for 90 days. Banners shall not be attached to trees or shrubs.
- (b) A single banner not to exceed 50 square feet in area may be used to advertise a new business which has not installed its permanent signs, provided the banner is used for one time period not to exceed 30 consecutive days.
- (c) A single banner not to exceed 50 square feet in area may be used to advertise special events, provided the banner is not used for more than 30 consecutive days. Such banners shall not be displayed more than 60 days total during a calendar year on the same property and each banner must advertise a different event. For tenants in a nonresidential community that have separate exterior customer entrances, each tenant is a separate entity for the purpose of this provision. Tenants in nonresidential communities may erect a freestanding banner in lieu of a building mounted banner so long as no more than two banners are erected for the entire community at the same time for each arterial street front. One additional freestanding banner may be erected for the sole purpose of advertising the onsite activities of nonprofit organizations. Businesses and organizations located outside of a nonresidential community may erect a freestanding banner in lieu of a building mounted banner. Such businesses and organizations may receive an additional ~~20~~ 60 days a year of banner display for the sole purpose of advertising the onsite activities of nonprofit organizations. A nonprofit activity using a vacant site may erect one banner up to ten days prior to the advertised event which shall be removed immediately upon completion of the event.
- (d) Banners solely advertising a business name and/or logo are prohibited.

- (e) The permissible area of a banner may be increased for building mounted banners in accordance with the following:
 - (1) One square foot for each two feet of store frontage in excess of 100 feet, provided that no banner shall exceed 150 square feet in area.
 - (2) One square foot for each 50 feet the store is set back from the nearest public road, provided that no banner shall exceed 150 square feet in area.
 - (3) Banners may be up to 250 square feet in area within village areas when used to advertise community events and displayed across public roads.
- (2) *That this ordinance shall become effective immediately upon adoption.*